



That's the latest output of the almost defunct Schmeling ballyhoo. It is the last desperate effort to talk Schmeling into a bunch of money. The intimation probably is that Schmeling will be matched with Dempsey to fight some where or other about next April. Preferably, April 1st.

Schmeling won't be matched with Dempsey. The former heavyweight champion is looney yet, He knows what everyone else knows, that the Schmeling boom has busted and that the only thing that could possibly bring it to life again would be a campaign of real fighting by Schmeling.

The German and his board of strategy have shown a disinclination to hazard anything of that sort. Schmeling turned down a fight with Scott, which might have been dangerous. He demanded Heeney, knowing Heeney was least harmful. When Cam polo grabbed Heeney first Schmeling took it on the lam for Germany. And that's that.

If he comes back he'll still be barred by the New York boxing commission for dodging fight contracts, and that means he'll be barred in other states that have commissions. There is no boxing of any importance now in the country, in states that have failed to legalize the sport and appoint commissions to safeguard it. The only place Schmeling could fight would be in Mexico — and the only place they rake in money down there is in the gambling joints.

Funny thing, Schmeling's board of managers tried to copy the Stribling family style. Under their management of Pa and Ma, Mr. Young Stribling has amassed a fortune, and is going right on amassing. The Stribling family, brought up in the circus, is circus smart. When it was apparent that Willie wasn't in line to become a world's champion he was kept campaigning in the can brakes.

Willie is the hero of all the small towns and some of the cities, in the south. He is a splendid figure — at a glance absolutely heroic. Built like a Greek athlete because he always has trained like a circus performer, handsome, frank and smiling, pleasant and friendly, the boy naturally makes friends everywhere. No one could help liking him. Even without liking his style of fighting.

He is a very clever boxer and could be a champion if he had the wind of a fighting heart that makes a champion, for he has everything else, including a dangerous punch. But he doesn't like the rough going unless he provided the roughing himself. That's where he falls short of being a championship possibility.

He will hold and wrestle instead of fighting - and he always has done it against good men. He is the king of them all at tipping over set-ups. He has a knockout record running in to the hundreds, very impressive on paper, but made up of all the crippled, broken down old hasbeens that could be found and imported to wherever Willie was showing at the time.

Every few days you find a paragraph in the papers Willie has flattened another. Always in the small towns He hasn't been lucky in New York, San Francisco and other cities where boxing commissions refuse to allow stars to go on with imported set-ups.

Stribling ought to be the richest fighter in the game —probably is. Schmeling's mob started the scheme of carding Max with the soft marks, but they lack the acumen of the Stribling management. They didn't pick the small towns where people might pay to see a much advertised fighter go on in any kind of a match.

They tried to put the circus stuff on in a city. They picked the biggest city, New York, and demanded poor Heeney for the first victim. New York has fallen for much, but even New York has its limits.

No, there will be no Dempsey - Schmeling match on April 1st or any other date, anywhere. Such a match wouldn't draw enough to pay Jack's training expenses.

And when Dempsey fights he wants real money. He was brought up that way by Jack Kearns. Incidentally there is no reason why every trick manager or trick fighter should use Dempsey for ballyhoo purposes. After the second Tunney match Dempsey said flatly that he was all through — that he had done his best. to get the title back, and he was satisfied that it was time to retire.

He hasn't changed his mind. That's evident from the fact that much time has passed and he is still busy with other enterprises. Dempsey won't fight again. And if he did the world would know that the real Dempsey wouldn't be there in the ring Oh yea, probably a Dempsey good enough to whip the present crop of heavies. But not the Dempsey of the terrific speed and punch — the Man Mauler of former years.